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NASA Procedural Requirements

NPR 1385.1A

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COMPLIANCE IS MANDATORY FOR NASA EMPLOYEES

Public Appearances of NASA Personnel, Including Astronauts

Responsible Office: Office of Communications

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Preface

P.1 Purpose

This NASA Procedural Requirement (NPR) provides responsibilities, procedures and requirements for the conduct of all NASA employees doing public appearances and the operation of the NASA Speakers Bureau Program and the Astronaut Appearances Program. It establishes procedures, requirements, and criteria for the acceptance of public speaking engagements by NASA personnel, including astronauts, in order to ensure the widest practicable dissemination of information about NASA and its programs as described in NPD1385.2, Public Appearances of NASA Personnel, Including Astronauts.

P.2 Applicability

- a. For the purposes of this NPR, NASA personnel includes all employees.
- b. This NASA Procedural Requirement is applicable to NASA Headquarters and NASA Centers, including Component Facilities and Technical and Service Support Centers.
- c. This language applies to the Jet Propulsion Laboratory (JPL), a Federally Funded Research and Development Center (FFRDC), only to the extent specified or referenced in the appropriate contracts, grants, or agreements.
- d. In this directive, all mandatory actions (i.e., requirements) are denoted by statements containing the term "shall." The terms: "may" or "can" denote discretionary privilege or permission, "should" denotes a good practice and is recommended, but not required, "will" denotes expected outcome, and "are/is" denotes descriptive material.
- e. In this directive, all document citations are assumed to be the latest version unless otherwise noted.

P.3 Authority

National Aeronautics and Space Act of 1958, as amended, 51 U.S.C. § 20113(a).

P.4 Applicable Document

- a. NPD 1385.2, Public Appearances of NASA Personnel, Including Astronauts.
- b. NPR 2200.2, Requirements for Documentation, Approval, and Dissemination of NASA Scientific and Technical Information.
- c. NC 1000.31A, Communications Coordinating Council Charter.

P.5 Measurement/Verification

- a. The NASA Speakers Bureau Program Manager and the HQ Astronaut Appearance Manager will obtain feedback in order to evaluate the performance of the NASA Speakers Bureau and Astronaut Appearance programs and provide periodic statistics to the NASA Headquarters, Office of Communications and the NASA Communications Coordinating Council (CCC), NC 1000.31A, as requested.
- b. Periodic assessments will be conducted at NASA Headquarters to review program performance. Any new requirements will be discussed and mutually agreed upon by NASA Headquarters Office of Communications, NASA Centers, and the Astronaut Office (JSC).

P.6 Cancellation

NPR 1385.1, Public Appearance of NASA Astronauts, dated January 7, 2000.

Chapter 1. Public Appearances of NASA Personnel and the NASA Speakers Bureau Program

NASA employees are encouraged to participate in public appearances as allowed by their programmatic duties and provided that they comply with the policies contained in NPD 1385.2, Public Appearances of NASA Personnel, Including Astronauts. Employees are encouraged to do this through the NASA Speakers Bureau Program. If an employee chooses to do a public appearance outside of this program, or the Astronaut Appearances Program, that employee assumes responsibility for assuring that those appearances follow all Federal and NASA rules, regulations, policies, and procedures.

1.1 Responsibility

1.1.1 The Associate Administrator, Office of Communications, or his/her designee, is responsible for overall management of the NASA Speakers Bureau (SB) Program. This includes approval of policy, standards, requirements and objectives for the NASA Speakers Bureau Program.

1.1.2 The Agency Speakers Bureau Program Manager, Office of Communications, NASA Headquarters, provides direction, coordination, and guidance for the Agency Speakers Bureau Program to include developing and maintaining a unified Speakers Bureau Program Agency-wide and developing policy, procedures, requirements and objectives for the program. In the conduct of the Agency Speakers Bureau Program the NASA Speakers Bureau Program Manager shall:

- a. Oversee and lead the Agency Speakers Bureau (SB) Team. Advise Center Speakers Bureau Coordinators on Agency, Communications Coordination Council (CCC) and Office of Communications priorities, initiatives, and activities; orienting new team members; resolving issues, questions, and concerns; monitoring performance and addressing issues and providing performance evaluation input as requested or needed. The SB program manager also organizes and leads regular SB teleconferences and/or videoconferences and identifies training and development opportunities for the SB Coordinators.
- b. Organize and implement an annual SB planning meeting to review performance over the past year and plan the priorities and goals for the future.
- c. Maintain the policy documents and infrastructure that supports the SB Program, assuring they reflect accurate and current information. This includes the public SB website, a SB SharePoint or other site where standard operating guidance, procedure, processes, etc. can be shared, and an agency wide database, and controls access to these assets.
- d. Provide the AA for Communications and the CCC with SB metrics as requested.

1.1.3 Each NASA Center (including HQ) shall designate a Speakers Bureau Coordinator who will manage and administer the NASA Speakers Bureau Program at his/her Center.

1.1.4 Each Center Speakers Bureau Coordinator shall:

- a. Receive, review, screen and respond to speaker requests assigned to his/her Center to ensure they are complete and consistent with federal policies and requirements; and processes the requests in accordance with the criteria set forth in this document.
- b. Assure records of requests in the Speakers Bureau Database are kept up to date and are closed out in a timely manner.
- c. Follow established procedures to assure the Office of International and Interagency Relations has been consulted on all international speaker requests.
- d. Follow established procedures to assure the Office of Legislative and Intergovernmental Affairs has been consulted on all congressional speaker requests.
- e. Recruit NASA speakers and then routes requests to appropriate speaker candidates for consideration. Assure speakers have required information for event, help with presentation preparation, assure presentations are consistent with current agency key messaging and communication priorities, follow up with speakers post event, and assist speakers obtain needed training.
- f. Assist speakers in obtaining background information and audiovisual materials on NASA programs for use in preparing speeches or presentations. Presentations involving scientific and technical information will be administered and approved in accordance with NPR 2200.2, Requirements for Documentation, Approval, and Dissemination of NASA Scientific and Technical Information. This is the responsibility of the speaker and his/her supervisor not the Speakers Bureau Coordinator.
- g. Be an active participant in the SB Community, participating in SB telecons and the annual SB planning meetings, cooperating and engaging with other SB Coordinators to share lessons learned and best practices, work requests and actions, and to promote SB by providing accomplishments and achievements for reports as requested by the SB Program Manager.
- h. Maintain the inventory of materials at their center available for speakers to borrow to enhance their presentation. This inventory varies by center but includes such items as: mock up space suits, space food, ISS sleeping bag, projectors, laptops, activity kits, etc.

1.1.5. NASA employees who accept public speaking requests outside of the NASA Speakers Bureau process, or the Astronaut Appearance Office process, shall:

- a. Assure all public appearances they participate in conform to all requirements and restrictions contained in NPD 1385.2 and this NPR.
- b. Provide metric information on their appearance(s) by submitting the "Non-SB Appearance" form that can be found in the NASA Communications Toolkit: <https://communications.nasa.gov/> Once on the Communications home page select "Additional Resources," then "Speakers Bureau," then "submit an Event" and complete the form found there. Employees can also access this directly at <https://speakers.grc.nasa.gov/external/>.

1.2 Speakers Bureau Database

1.2.1 The Office of Communications at NASA HQ is responsible for the maintenance of an Agency Speakers Bureau Database. This Database provides for the submission of speaker requests online

and the distribution and tracking of all requests. The NASA Speakers Bureau Database will:

- a. Allow for the submission of online speaker requests which populate a request record in the Database accessible to all those with access to the Database.
- b. Collect metrics on the SB Program to include at a minimum, requests received, the disposition of those requests, type and size of the audience, assigned speaker and logistics information on the date, time, and location of requested appearance.
- c. Assign requests to the centers based on the location of the appearance as described in Table A, Geographic Regions and Responsible NASA Centers.

Table A Geographic Regions and Responsible NASA Centers.

Center	Geographic Region
Ames Research Center	Alaska, Northern California, Hawaii,
	Idaho, Montana, Nevada, Oregon, Utah,
	Washington, Wyoming
Armstrong Flight Research Center	Arizona, Southern California
Glenn Research Center	Illinois, Indiana, Michigan, Minnesota,
	Ohio, Wisconsin
Goddard Space Flight Center	Connecticut, Delaware, Maine, Maryland,
	Massachusetts, New Hampshire, New
	Jersey, New York, Pennsylvania, Rhode
	Island, Vermont
GSFC/Wallops Flight Facility	Eastern Shore of Delaware, Maryland & Virginia
Jet Propulsion Laboratory	California*
Johnson Space Center	Colorado, Kansas, Nebraska, New
	Mexico, North Dakota, Oklahoma,
	South Dakota, Texas
Kennedy Space Center	Florida, Georgia, Puerto Rico, Virgin
	Islands
Langley Research Center	Kentucky, North Carolina, South
	Carolina, Virginia, West Virginia
Marshall Space Flight Center	Alabama, Arkansas, Iowa, Louisiana,
	Missouri, Tennessee
Stennis Space Center	Mississippi

NASA Headquarters	Washington DC, U.S. Territories (other than Puerto Rico and Virgin Islands), International
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*Coordinate with other California Centers

Chapter 2. Public Appearances of NASA Astronauts

2.1 Responsibility

2.1.1 The Associate Administrator, Office of Communications, or his/her designee, is responsible for the following:

- a. Developing policy for the astronaut appearance program in coordination with the Astronaut Appearance Office at the Johnson Space Center (JSC).
- b. Ascertaining that necessary funds are available before committing astronauts to non-reimbursable appearances.

2.1.2 The Astronaut Appearance Manager, NASA Headquarters Office of Communications, is responsible for the following:

- a. Reviewing and scheduling all astronaut appearances involving the White House, Executive and Legislative Branches of the U.S. Government, or the Diplomatic Corps which encompasses Embassies and Foreign Missions and all requests originating from NASA Headquarters.
- b. Providing an annual report of astronaut appearances and other reports as requested by the AA for the Office of Communications. These reports will list events, geographic locations, audience size, and significant trends in astronaut appearances.

2.1.3 The Astronaut Office, NASA Johnson Space Flight Center is responsible for the following:

- a. Scheduling all requests for astronaut appearances not specifically identified in 2.1.2 above.
- b. Processing travel arrangements and reimbursement of all astronaut appearances.
- c. Compiling a schedule of all astronaut appearances being developed by its coordinators and distributing the schedule to the Astronaut Appearance Manager, Office of Communications, on a weekly basis.
- d. Providing reports of completed astronaut appearances to the Astronaut Appearances Manager, on a quarterly basis or as requested. The report will list events, dates, geographic locations and audience size for all appearances.
- e. The Astronaut Office, JSC will not be required to provide NASA Headquarters with copies of correspondence pertaining to the astronaut appearances unless specifically requested. This correspondence includes letters and itineraries.
- f. Maintaining standard operating procedure and requirement documents providing specific logistical requirements pertaining to astronaut appearances including such items as allowable number of appearances per day, length of day, allowable frequency and duration of travel for appearances, etc. These documents will be maintained and provided upon request.
- g. Maintaining the Astronaut Appearances website to include the guidelines for requesting an astronaut appearance.

2.2 Database

The Astronaut Appearance Office at JSC is responsible for maintaining a database that contains records of all astronaut appearance requests received, the disposition of those requests and basic metrics including at a minimum; the date and the location of appearances, type and size of the audience, and the astronaut(s) assigned.

2.3 Availability of Astronauts for Appearances

2.3.1 The Head of the Astronaut Office, or his/her designee, shall determine astronaut availability for public appearances. The frequency of public appearances by active astronauts is controlled by the demands of their programmatic duties. There may be additional restrictions based on specific periods of training or duties as described below:

a. Astronaut Candidates: New hires into the Astronaut Office are considered Astronaut Candidates. They enter an intense training and evaluation period lasting approximately 24 months. Until they complete this period and graduate to full astronaut status, astronaut candidates will not be available for public appearances.

b. Preflight Period: Once an Astronaut has been given a flight assignment for a specific mission he/she enters into a period of intense training for that mission. During this time their availability for public appearances is significantly constrained.

c. Postflight Period: A few weeks after an Astronaut returns from their space flight mission, they enter a "Postflight Period." During this period, which lasts approximately six months, the astronaut is encouraged to share his/her experiences in space with the public. Consequently, public appearances become one of the astronaut's primary functions and they are able to do significantly more appearances than at any other time.

Appendix A: Definitions

Public Appearance: Any appearance by a NASA employee or astronaut before a public gathering that is the result of a request to NASA to furnish a speaker, or if an employee is invited to appear in his/her official capacity, rather than as a private individual, during or outside of duty hours.

Appendix B: References

NPD 1388.1, Employee Participation in NASA Education and Communications Activities.